



How IOT and Technology is transforming businesses and how the partnership with Hitachi accelerates this transformation

The interconnected intelligence of our physical world to a digital world has rapidly evolved due to the rapidly falling cost of technology deployment. Sensors in our physical world have begun to monitor all aspects of manufacturing, distribution, consumption, utilization environment and all variables associated along the path. These low-cost instruments (mobile devices, rfid, wearables, etc.) are turning all facets of our physical world into massive amounts of data points to be stored, measured and analyzed. Coupled with fast, inexpensive and simple Open Source converged platforms, the IoT is bringing a new level of agile and flexible cloud computing capabilities to meet the real-time mobile/social networking data storms head-on.

This collected IoT data can provide businesses with opportunities to learn and adapt their capabilities and value proposition on a global perspective faster than ever before. But with only 10% of all the data created by the IoT today is actually captured, studied and being utilized, it is not just the IoT device data that is valuable, it is the intelligence to properly consume and analyze that data to generate actionable intelligence that will truly transform businesses.

The HDS HCP delivers a truly cost-effective integrated storage ecosystem to meet the IoT mobility challenges for private, public and hybrid cloud services. The HCP brings efficient and powerful object storage metadata and search capabilities to both structured and unstructured data for both single and multi-tenant environments. Scale-out storage, automated data placement and advanced metadata features provide the necessary tools to store and analyze not just 10% of the IoT data, but 100%. Combined with the Sony Everspan write-once optical storage library technology, the HCP can satisfy all digital data regulatory compliance requirements of both today and the future. Enabling the ability to cost-effectively capture, store, protect and analyze 100% of IoT data streams, the HCP/SONY partnership provides a reliable, scalable, secure platform for successful IoT business transformation.